



Industry-Written Supplements

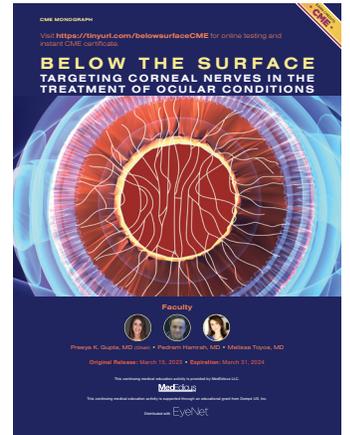
With a committed audience that reads each issue regularly and thoroughly, *EyeNet*—the official newsmagazine of the American Academy of Ophthalmology—delivers unparalleled reach and prestige. Take advantage of this positioning to get your message out with a supplement, polybagged with the monthly issue. Design your own cover and layout, or use the modified *EyeNet* design template provided by the Academy.

Average circulation: 23,500

TWO TYPES OF SUPPLEMENTS

Advertising supplements. An advertising supplement gives you the expanded space you need to tell the full story of your products or services to ophthalmologists. This high-visibility vehicle gives you the opportunity to deliver your message straight to *EyeNet*'s loyal readers—make sure they get the latest news from you!

CME supplements. Your company's unrestricted educational grant to an accredited CME provider distinguishes you as a leader in supporting the advancement of ophthalmic knowledge. The ability to earn CME credits conveniently is attractive to physicians and encourages their sustained and attentive reading.



RESERVE YOUR SPACE

Kelly Miller · Mark Mrvica
mjmrsvica@mrsvica.com

M.J. Mrvica Associates
2 West Taunton Avenue
Berlin, New Jersey 08009
Phone: 856-768-9360
Fax: 856-753-0064

BASE RATES

All pages are printed on
80# Gloss No. 3 Text.

8 pages: \$22,280
12 pages: \$24,560
16 pages: \$26,895
24 pages: \$29,225

UPGRADED RATES

Cover is printed on 100# Gloss
No. 3 Text. Inside pages are
printed on 70# Gloss No. 3 Text.

8 pages: \$25,990
12 pages: \$29,445
16 pages: \$31,565
24 pages: \$35,280

2024 DEADLINES

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Proposal Review	11/17	12/15	1/19	2/16	3/15	4/19	5/17	6/14	7/19	8/16	9/13	10/11	11/8	12/13
PDF Review	12/1	12/22	2/2	3/1	3/29	5/3	5/31	6/28	8/2	8/30	9/27	11/1	11/22	1/3
Digital	12/8	1/12	2/9	3/8	4/5	5/10	6/7	7/12	8/9	9/6	10/4	11/8	12/6	1/10
Preprinted	12/15	1/19	2/16	3/15	4/12	5/17	6/14	7/19	8/16	9/13	10/11	11/15	12/13	1/17

Note: Supplement content and design are subject to review and approval by the American Academy of Ophthalmology and must comply with applicable regulatory and CME requirements.